

FOR IMMEDIATE RELEASE

Contact: Amy Gillentine

agillentine@adproresults.com

719-482-5422



Denver Auto Show Becomes Colorado Auto Show

New name reflects statewide influence

Denver, Co. — The Denver Auto Show is now the **Colorado Auto Show** — highlighting its widespread appeal and the statewide importance of the automotive industry.

“The Colorado Auto Show started in 1902, and it’s always been a tribute to the state’s automotive industry,” said Matthew Groves, president and CEO of the Colorado Automobile Dealers Association (CADA), which produces the show. “Now the name reflects the fact that we appeal to car enthusiasts and families looking for wholesome entertainment throughout the entire state.”

CADA is the trade and industry organization for automotive dealers across Colorado, and the auto show now aligns with its statewide presence, Groves said.

According to the latest figures from the Alliance for Automotive Innovation, the automotive industry generates 120,000 jobs in Colorado and more than \$12 billion in automotive sales each year. The state also receives \$207.8 million in new car sales tax revenue annually.

This year’s show is scheduled for April 17–April 20 at the Colorado Convention Center in Denver. In addition to events specifically geared to entertain and engage Colorado families, the show will also offer three test tracks, new vehicles, and automotive vendors that include hobby cars, luxury vehicles, electric vehicles, and the latest models from major manufacturers available in 2025.

###

About the Colorado Auto Show: The Colorado Auto Show has entertained and fascinated local Coloradoans since the first exhibit in 1902. It is the third-oldest show in the nation, following auto shows in New York in 1900 and Chicago in 1901. The Denver Auto Show is a

must-attend event for anyone interested in the future of the automobile industry or with a passion for vehicles in general.

About the [Colorado Automobile Dealers Association](#): The Colorado Automobile Dealers Association is the voice of the automotive retail industry throughout the state. As the automobile dealer trade association, CADA advocates issues of importance to the auto industry in general, Colorado auto dealers, and Colorado's driving public.